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Inside Information

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United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 9, NUMBER 10

October 1987

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U.S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION
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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

GEORGIA COOPERATIVE EXTENSION SERVICE NEEDS VISUAL COMMUNICATIONS EDITOR

The Cooperative Extension Service of the University of Georgia, Athens, announced an opening for extension editor-visual communications.

Duties included producing material for and appearing on a daily television program covering a wide range of topics in agriculture, working with other communications staff members in producing television news and feature stories, and producing or assisting in producing special television programs.

A Bachelor's degree in journalism or closely related field with an emphasis in television production is required. A Master's degree is preferred.

Refer to Position #3253 (Re-issued), and send applications and samples of work to: Randall Cofer, Head, Communications Dept., Cooperative Extension Service, Univ. of Georgia, Athens, GA 30602. Telephone is (404) 542-2561, or 542-3621. Closing date was October 19.

NOTE: Some job announcements may reach you too late in the printed edition, but are timely in the version distributed via Dialcom computer system. --Editor

10/6

FALL CONSUMER INFORMATION CATALOG AVAILABLE FROM CONSUMER INFORMATION CENTER

The Fall 1987 Consumer Information Catalog is available. Published quarterly by the Government Services Administration's Consumer Information Center, the catalog lists over 200 free and reasonably priced federal consumer booklets on helpful subjects.

Some examples are: "Diet, Nutrition and Cancer Prevention: The Good News," "Meat and Poultry Labels Wrap It Up," "Your Trip Abroad," "What is a Mutual Fund?," "Investment Swindles: How They Work and How to Avoid Them," and "Investors Bill of Rights."

For a free copy, send your name and address to Consumer Information Catalog, Pueblo, Colorado 81009.

10/6

DENVER, CHICAGO & WASHINGTON WERE SITES FOR USDA/FDA JOURNALISTS' CONFERENCES

The first of the 1987 U.S. Department of Agriculture/Food and Drug Administration (USDA/FDA) Journalists' Conferences on Food Safety and Nutrition took place at the National Press Club, in Washington, D.C., October 1-2. The conference attracted over 120 journalists including reporters from The New York Times, The Washington Post, Wall Street Journal, Reader's Digest, Cleveland Plain Dealer, Des Moines Register, Working Woman, McCall's, and Good Housekeeping.

The 1987 Journalists' Conferences moved to Denver October 15-16, and to Chicago on October 29-30, with essentially the same program. In Chicago and Denver, Dr. Lester Crawford, newly appointed administrator of USDA's Food and Safety Inspection Service, and Dr. Suzanne Harris, USDA Deputy Assistant Secretary for food and consumer services, shared the keynote addresses.

The conferences featured USDA and FDA key policy makers and scientists who covered a wide array of food safety and nutrition issues, including emerging research in nutrition, health claims on labels, reducing the risk of food borne illness, using science to protect food, and biotechnology and tomorrow's food supply.

(more)

The conference format allowed ample time for questions and answers, and journalists also scheduled individual interviews with speakers. Many journalists took advantage of the speakers' availability.

There also were action exhibits including a display and sampling of new foods developed at the land grant universities. Sample foods included stevia, a new sweetener many times sweeter than sugar; blueberry raisins; and chicken jerky. A combined Extension Service and Human Nutrition Information Service exhibit analyzed daily food intake for calories and 27 nutrients. And Lillie Sheehan with USDA's Office of Information demonstrated USDA ONLINE service on the Dialcom system, especially the "food and nutrition information" database. Her portable computer became the "news center" for conference attendees to check on UPI and AP news stories following the California earthquake.

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MICHIGAN SEA GRANT EXTENSION HAS NEW TELEVISION PROGRAM ON GREAT LAKES TOXICS

Toxic substances are the most recent challenge to the world's largest freshwater ecosystem -- the Great Lakes. Michigan Sea Grant Extension's new television program, "The Trouble with Toxics," presents several aspects of this topic: sources, fate, and control of contaminants; chronic effects of toxic substances; freshwater fisheries management; research, prevention, and public policy.

These themes are discussed by scientific experts, political authorities, professional resource persons, and citizen activists who participated in the Second World Conference on Large Lakes. Scenes from throughout the Great Lakes Basin and graphic animated illustrations portray both the problem and its solutions.

Tom Martin, director of the Michigan Office of the Great Lakes, said the program is a valuable contribution to public understanding of this problem. Martin said, "Too often people see isolated pieces of the toxics puzzle. "The Trouble with Toxics" gives us a glimpse of the whole picture. Now it's up to the scientists, politicians and public officials, industrialists, and citizens to work together to solve the puzzle."

The program was broadcast this fall on all Michigan Public Broadcasting System stations, as well as PBS affiliates in Tennessee, Virginia, New York, Minnesota, Nebraska, Utah, and California.

The program was produced by the Michigan Sea Grant College Program (The University of Michigan and Michigan State University), with support from Michigan State University's Institute of Water Research and Agriculture and Natural Resources (ANR) Information Services, the W.K. Kellogg Foundation through its support of the World Conference on Large Lakes, and Such Video, Inc.

Carol Swinehart of MSU's ANR Information Services, is the producer and scriptwriter for the program.

"The Trouble with Toxics" is available on videocassette for loan or purchase by contacting: Michigan Sea Grant Extension, 334 Natural Resources Building, Michigan State University, East Lansing, MI 48824, or (517) 353-9568.

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GENE FARKAS, HEAD OF NAL'S EDUCATION AND INFORMATION PROGRAMS, RETIRES

Eugene (Gene) M. Farkas, chief of the education and information staff at USDA's National Agricultural Library, is retiring on November 2.

A journalist and public information officer by profession, Farkas served as a reporter and editor on Pennsylvania newspapers (including the BEDFORD GAZETTE and HARRISBURG PATRIOT) for 10 years. He was also public information officer for the Pennsylvania Bureau of Traffic Safety during that period.

Farkas joined the U.S. Department of Agriculture in Washington, D.C., in 1964, as planner and coordinator of pest control information programs with the USDA's Office of Information. He was named the first press chief for the U.S. Environmental Protection Agency when that agency was established in 1970.

In 1974, Farkas returned to USDA as deputy information director for the Animal and Plant Health Inspection Service. In 1976, he became information director for the Agricultural Research Service. He assumed his present position as head of education and information programs at NAL in 1978.

Farkas has memberships in the American Agricultural Editor's Association, Agricultural Communicators in Education, and the National Association of Government Communicators.

10/16

GPO SUPDOCS TO ASSIGN INTERNATIONAL STANDARD BOOK NUMBERS TO USDA PUBLICATIONS

The Superintendent of Documents (SupDocs) at the U.S. Government Printing Office (GPO) will assign International Standard Book Numbers (ISBN) to all USDA publications that are selected for the SupDocs sales program, beginning in October.

SupDocs will obtain necessary ISBN numbers and apportion a block for USDA. Commercial book publishing and distribution activities as well as other national governments are now using the ISBN to coordinate and standardize book numbering systems internationally.

GPO is studying the use of ISBN's to improve service to customers interested in purchasing U.S. Government publications by providing for international cataloging. This should increase the awareness of the existence and availability of these publications.

The ISBN will be printed directly under the "for sale" line currently being printed in publications sold by SupDocs.

10/16

TEXAS AGRICULTURAL EXTENSION SERVICE ANNOUNCES TWO COMMUNICATIONS OPENINGS

The Texas A&M University Agricultural Extension Service has two openings at College Station--one for a video-audio engineer specialist and one for a radio specialist.

The communications specialist-engineer (Position Announcement No. 2054) performs preventive and corrective maintenance on departmental video and audio production equipment, and installs and modifies old and new equipment both on campus and at Texas Agricultural Extension Service locations throughout the state. Other duties include counseling, training, planning, and production support for audio and video programs produced.

(more)

Basic requirements include a Bachelor's degree in communications, electronic engineering, electronic technology, or related field.

The communications specialist-radio (Position Announcement No. 2055) serves as chief audio producer, gathering, producing, and distributing radio news releases to stations across Texas. Other duties are producing the audio portions of video and slide/tape programs and supporting and assisting in production of video and TV programs.

Basic requirements include a Bachelor's degree in communications, journalism, or closely related field.

For further information about either position, or to apply, contact: Bill Braden, Interim Head, Department of Agricultural Communications, Reed McDonald Building, Room 229D, College Station, TX 77843. Telephone is 409-845-2211; Dialcom ID is AGS2260.

10/16

PUBLICATIONS MAY BE SOLD AS DATA FILES THROUGH U.S. GOVERNMENT PRINTING OFFICE

Since July 1, publication data tapes of such items as the CONGRESSIONAL RECORD and FEDERAL REGISTER have been sold through the Superintendent of Documents, U.S. Government Printing Office (GPO). Data file output is provided on a Standard 1600 BPI, ASCII, IBM-compatible, 9-track magnetic tape.

Customer agencies which are currently generating the text of their publications electronically through GPO or through an arrangement authorized by the Joint Committee on Printing may also have this sales option made available to them.

If you are interested in having your data files sold through GPO's sales program, contact John Beadle at 202-275-3308 for further information.

10/19

GOVERNMENT PRINTING OFFICE REGIONAL PRINTING SITES OFFER SPECIALIZED EQUIPMENT

Several of the U.S. Government Printing Office's (GPO) regional printing offices have been in the process of updating their equipment and services to better meet customer needs. Their New York and Seattle plants have installed a Xerox 9900 duplicator. The computerized machine is capable of producing 120 impressions per minute, so it can be an important asset for quick turnaround jobs. And, with its Photo Contrast feature, magazine-quality 120-line-screen images can be produced from continuous-tone photographs.

GPO's Chicago printing plant has also recently installed a new duplicator, the Kodak Ektaprint 225. Among its various features is its ability to copy as easily on two sides as on one.

At GPO's Washington, D.C.-based Rapid Response Center, photocomposition capabilities, including telecommunications, are now available. These features enhance the facility's ability to provide efficient, prompt service.

For more information on these services, contact GPO's manager in each location. New York (Dillon) FTS 660-3321, Seattle (Atkins) FTS 446-37726, and Washington, D.C. (Little) FTS 755-9865.

10/19

NATIONAL ASSOCIATION OF STATE UNIVERSITIES AND LAND-GRANT COLLEGES IS 100

The National Association of State Universities and Land-Grant Colleges (NASULGC) marks its 100th anniversary next month with a special centennial symposium to be held in Washington, D.C. on November 8-10, at the J.W. Marriott Hotel.

The event honors the "Legacy and the Promise" of the Nation's principal state and land-grant universities, and will involve some 1,300 university chief executives, business leaders, government officials, and others. The symposium will include three half-day sessions dedicated to exploring the past, present, and future of teaching, research and public service; plenary sessions with keynote speakers; and "breakout" sessions.

Walter Cronkite, special correspondent of CBS News, will be the guest speaker at a convocation ceremony honoring the accomplishments of 125 "Centennial Alumni" of member institutions.

For more information, or registration, contact NASULGC on 202-778-0818.

10/23

UNIVERSITY OF FLORIDA'S EDITORIAL DEPARTMENT SEEKS COMMUNICATION SPECIALIST

The University of Florida in Gainesville, has an opening for an assistant or associate professor -- communication specialist-video production -- in its Editorial Department.

Duties will include participation in department's academic efforts through either individual or team teaching opportunities, and in-service communications training program in areas of specialization for state and country faculty.

The specialist will provide leadership in the design, development, and production of effective educational programs using appropriate delivery media and technology, especially in using video and teleconferencing approaches. The position also requires contact and a working relationship with representatives of other video units and of the media.

Qualifications include a doctorate in journalism or closely related field with an emphasis in television production, and two years professional experience in writing and producing material for use on television.

Interested applicants should provide a formal letter of application including several paragraphs describing your interest, experience, and qualifications; a complete biographical resume; transcripts of all college or university training; and three letters of reference.

Refer to position number 912480, and send to: Carl W. Breeden, Chairman, Search and Screen Committee, Editorial Department, G022 McCarty Hall, University of Florida, Gainesville, FL 32611. Telephone is 904-392-1771.

Closing date is November 15.

10/26

HEAD OF AGRICULTURAL INFORMATION DEPARTMENT AT OKLAHOMA STATE U. RETIRING

Charles N. Voyles will retire from Oklahoma State University on December 31, after 34 years of service. He has served as head of the Agricultural Information Department for the past 20 years.

Voyles and his wife plan to remain in Stillwater, pursuing interests and community involvements.

10/26

AGLINE NEWS, PRODUCED BY WASHINGTON STATE UNIV. AND UNIV. OF IDAHO, EXPANDS

On September 14, Wyoming and Utah were added to the list of states served by the AgLine news service. AgLine is a radio spot-news service produced by the Ag Communications Center of the University of Idaho (UI) College of Agriculture and the Ag Information Department of the College of Agriculture and Home Economics at Washington State University (WSU). AgLine provides daily radio news stories to station in Idaho, Washington, Oregon, Montana, Nevada -- and now, Wyoming and Utah.

The AgLine service began more than five years ago at WSU as a means of keeping Washington's citizens abreast of the latest developments at the WSU College of Agriculture. At that time, the AgLine service provided two "feeds" or two stories each week. Radio stations in Washington could call an 800 number, turn on their tape recorders and record ready-to-use radio news items for inclusion in their regularly scheduled news broadcasts.

In 1984, the UI College of Agriculture joined forces with WSU and the AgLine service was expanded to provide a daily general ag radio news service to stations in Washington, Idaho, Oregon, Montana, Nevada, and much of the northern areas of California. Along with expanding the number of states served by AgLine, the number of stories per week was also expanded -- from two feeds a week to five. Both the Associated Press and the United Press International regional radio broadcast teletype wires began billboarding the AgLine service, listing the titles and duration of each day's offerings. At the same time, the 800 toll-free calling area was expanded so that all the stations in the 5-state region could access AgLine. Currently, the AgLine service is receiving more than 50 calls per day.

The addition of Utah and Wyoming to the AgLine coverage area means that AgLine provides material to the two primary states served by the sponsoring institutions (WSU and UI) and to all of the states surrounding those two primary states.

One other change is being made in the AgLine service. For the last 5 years the audio signal delivered to the telephone lines has come from a dictaphone telephone answering machine. The audio quality and signal strength provided by this equipment had always been just barely adequate. That equipment is soon to be replaced by a newly developed broadcast quality digital voice recorder/reproducer.

The Broadcast Electronics DV-2 is a state-of-the-art piece of equipment which will translate an analog audio signal from a tape recorder into a digitized form of data which will be stored on a "chip" in the DV-2. When radio stations call the AgLine, the DV-2 will answer the phone and the digitized audio signal will be converted back into an analog audio signal for transmission down the phone line. This equipment will provide AgLine users with a significantly improved audio signal, and will also greatly increase the reliability of the service. The Ag Communications Center will be one of the first production facilities in the Northwest to use this new technology.

The AgLine is designed to provide a comprehensive agricultural news service, dealing with innovations in research, teaching and Extension at WSU and the UI, as well as information coming from commodity commissions, governmental agencies and the private sector that impact on agriculture and agriculturally related sectors of the economy of the region.

For more information on the UI/WSU AgLine service, write or call: Dale Harrison, Radio Specialist, Ag Communications Center, College of Agriculture, University of Idaho, Moscow, ID 83843. Telephone 208-885-7463, or Dialcom mailbox AGS701.

CALENDAR OF UPCOMING COMMUNICATIONS EVENTS

November 8-11:

Public Relations Society of America's 40th Annual National Conference
Los Angeles, Calif.

Contact: PRSA, 33 Irving Place, New York, NY 10003

November 11-13:

Optical Publishing & Storage '87 Annual Conference
New York Penta Hotel, New York, New York

Contact: Learned Information, Inc., 609-654-6266

November 11-14:

Society of Professional Journalists (SDX) Annual Convention
Chicago Hilton & Towers, Chicago, Illinois -- \$100

Contact: SPJ,SDX, Suite 731, 53 W. Jackson Blvd., Chicago, IL 60604

November 12-15:

National Association of Farm Broadcasters Annual Meeting
Kansas City, Missouri

Contact: NAFB, 913-272-3456

November 18-20:

National Association of Government Communicators Annual Conference (and
Annual Blue Pencil and Gold Screen Awards Banquet)

Rosslyn Westpark Hotel, Arlington, Virginia -- \$300 (\$350 nonmember)

Contact: Debbie Trocchi, NAGC, 703-823-4821

November 30 - December 2:

9th Annual National Media Conference

Hilton Hotel, New York, New York -- \$695 (\$795 after Nov. 1)

Contact: Larimi Communications Associates, 1-800-634-4020

December 1-3:

"Outlook '88", USDA's 64th Annual Agricultural Outlook Conference

U.S. Department of Agriculture, Washington, D.C.

Contact: Raymond Bridge, World Agric. Outlook Board, 202-447-5447

January 1988:

Communication Officers of State Depts. of Agriculture Annual Conference
Portland, Oregon

Contact: Dalton Hobbs, Oregon Dept. of Ag. & COSDA Pres., 503-378-3773

May 10-12:

Ninth National Online Meeting

New York, New York

Contact: Learned Information, Inc., 609-654-6266

July 10-13:

Second Quadrennial Agricultural Communicators' Congress

J.W. Marriott Hotel, Washington, D.C.

Contact: Paul Weller, Agri-Washington, 202-745-1994

(NOTE: Suggestions for this regular feature will be appreciated. -- Editor.)